

Message Text

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FM AMEMBASSY BELGRADE
TO USDOC WASHDC
INFO AMCONSUL ZAGREB POUCH
SECSTATE WASHDC 6776
AMCONSUL MILAN

UNCLAS BELGRADE 4123

MILAN FOR US TRADE CENTER

EO 11652: NA
TAGS: BEXP, YO, IT
SUBJ: ZAGREB FALL FAIR, SEPT 1979

REF: USDOC 8759

1. EMBASSY/CONGEN WELCOME USDOC OFFER OF SUPPORT FOR ZAGREB
FALL FAIR DETAILED IN REFTEL.

2. WE BELIEVE HEALTH CARE EQUIPMENT, ENERGY SYSTEMS AND
SCIENTIFIC AND ENGINEERING INSTRUMENTS ARE ALL AREAS WHICH
COULD BE SUCCESSFULLY PROMOTED AT ZFF. HOWEVER, BEFORE
DEFINITELY COMMITTING OURSELVES TO ANY OF THESE AREAS, WE
WOULD LIKE TO RECEIVE FOR EACH, ADDITIONAL DETAILS ON TYPES
OF PRODUCTS TO BE PROMOTED, POTENTIAL US PARTICIPANTS,
ETC. H. LINDSTROM COULD PROVIDE THIS INFORMATION ON HIS
JUNE VISIT TO BELGRADE. WE DO NOT BELIEVE INDUSTRIAL
AND COMMERCIAL SAFETY AND SECURITY EQUIPMENT WOULD BE
SUCCESSFUL SUBJECT.

3. WE THINK IT ESSENTIAL THAT USDOC TAKE INTO CONSIDERATION
FOLLOWING FACTORS WHEN DISCUSSING SUPPORT FOR 1979 ZFF.
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A) ZFF IS GENERAL FAIR. THIS GENERAL THEME IS REFLECTED IN
THE SPETEMBER 1977 AND 1978 US EXHIBITIONS AND SHOULD BE
RETIANED IN THE 1979 EXHIBITION. THIS REQUIRES THAT 1979
EXHIBITION NOT BE LIMITED TO TWO OR THREE OF THE AREAS
DISCUSSED IN PARA 2. ALSO, LIMITING RECRUITMENT TO A
FEW SPECIFIC THEMES WOULD HURT OUR EFFORTS TO BUILD UP A
CORE OF REPEAT EXHIBITORS IN OTHER FIELDS.

B) IF WE WORK ON ASSUMPTION THAT 1979 ZFF EXHIBITION WILL CONTINUE TO HAVE GENERAL ORIENTATION, HOW WILL WE HANDLE NEW TO MARKET/OLD TO MARKET PARTICIPATION FEE QUESTION? SHOULD NEW TO MARKET FIRMS IN AREAS OTHER THAN USDOC RECRUITED THEMES ALSO BE ELIGIBLE FOR REDUCED RATE? MORE BASIC, WHAT IS USDOC'S SPECIFIC DEFINITION OF "NEW TO MARKET FIRMS"?

C) IN MOVING AHEAD ON FY 1979 EXHIBITION WE WILL HAVE TO MAKE SOME DECISIONS ON PAVILION SPACE. SPACE REQUIREMENTS WILL BE GREATER NEXT YEAR. WE PROBABLY COULD FILL UP WHOLE USA PAVILION (NO. 13). THE PROGRES LEASE ON THIS FACILITY ENDS THIS YEAR. DO WE WANT TO SECURE THIS EXCELLENT PAVILION ON SHORT TERM ONE OR TWO YEAR LEASE IF FAVORABLE RENATAL RATE OBTAINABLE OR DO WE WANT TO TAKE OUR CHANCES ON OBTAINING SPACE FOR JUST THIS EVENT? IF THE LATTER WE MAY NOT GET PAVILION 13 SINCE WE DON'T KNOW WHAT FIRM WILL BE LEASING IT NEXT YEAR. DEPARTMENT SHOULD BE AWARE THAT WE ARE PAYING DOLS 37.00 PER SQUARE METER FOR SPACE FOR THIS YEAR'S EXHIBITION. PROGRES IS NOT PAYING THAT MUCH MORE FOR FULL TWO YEAR LEASE OF PAVILION.

4. WE LOOK FORWARD TO DISCUSSING ABOVE ISSUES IN DETAIL WITH LINDSTROM.
EAGLEBURGER

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